

# Business Plan

Happitat

Bee Sensible



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# 1. Company overview

## **1.1 Executive summary**

As students in the twenty first century we are fully aware of the decreasing bee population not only nationwide but globally. Our product will not only help to aid this vital issue on a small, child friendly scale but will help combat a generational problem due to our wide availability of technology stimulation. Our product is a small, self-assembly at home kit that includes: seeds (that are all type of bees friendly and will help attract them to the users garden), instructions and materials for the bee house (specialised for solitary bees to take cover in) and information about how to help bees in other ways and the huge importance of bees for our wellbeing. Customers will be attracted to this product as it encourages outdoor activities for children in particular but for everyone with a love of nature; it helps to weave small scale aid for bees and educate people on a wide scale through the use of social media and partnering with bee character or nature organisations.

## **1.2 Mission statement**

At Happitat our mission is to spread awareness about the growing dangers solitary and other types of bees face. We aim to do this by educating children and encouraging them to help create a place where bees can continue to thrive for years to come.

## **1.3 Business objectives**

The goals we aim to reach as a company include:

- 1 - To encourage families across the UK to help preserve bees that are constantly being threatened in today's world.
- 2 - To produce something that is innovative, unique and successful.
- 3 - To create a product that not only creates a place where bees can live safely, but also a product that informs and educates people, especially children, the importance of conservation.
- 4 - To run a successful business where through team-work and determination we will be able to create something that benefits the environment, is enjoyable to make and will hopefully be able to generate a substantial profit.

## **1.4 Product synopsis**

We are offering a innovative and unique product. This product is focused specifically at children but can appeal to anyone. The self-assembly kits are to try and encourage children to play outside more and to teach them the values of looking after the wildlife and the environment. From research we found out that many parents were interested as it involves children being hands on outside. The kit will include the wood needed for the structure and the materials to join these pieces together, seeds to grow plants around the house so that the bees are attracted, a leaflet explaining how to build the house and any other knowledgeable facts that may help children in building their new bee houses. It may also include a bee identification card so that they can identify all the different types of bees that may be squatting in their homes and some bamboo for the inside of the house.

## **1.5 Unique selling point**

The unique selling point of our product is the idea that the kit is easy to follow and accessible to many different aspects in one kit. Products such as bee friendly seeds and bee houses exist currently however, are not well known or are both featured in one easy kit. We plan to make our product part of a brand that will help to inform the general public, and young children in particular about bees and to teach them not to be afraid of them but to appreciate all they do for us as human beings.

## **1.6 Competitive advantage**

As a company we recognise that bee houses do exist and several companies are selling them both online and in garden centres across the country. We looked in detail at the company "Bee palace", and like ourselves, the company takes pride in being British and offers luxurious hotels made out of ceramic. Their products are clearly of a very high quality with their products selling at an average of £49.99, a clear advantage that comes with this price is the fact that the material is long-lasting and will not rot. This is a very clever idea and may appeal to adults however, these may be too expensive to many potential customers. In addition, unlike our product, they do not create kits with everything already included for children to make themselves, meaning our product could fill this gap.

What makes us a company different to other competitors is the story behind us. We come from a school where bee conservation has been a huge part of the school community, giving us a real passion for conserving and creating a place for Solitary bees to rest. We saw a gap in the market for a bee conservation kit, meaning instead of having to buy components separately, children and families can easily learn what they need to do and how they can help with all the necessary equipment at the ready. By providing all the necessary parts, our product encourages children to actively get involved and help build solitary bees a home, something we don't see on the market. Unlike the company mentioned previously, our kit will be more affordable and fun for children, with an information leaflet as well as a bee identification sheet.

We believe that need for our product will only ever increase as the need to protect solitary bees from dangers that are only ever increasing, this gives us confidence that the only way is up for 'Happitat'. Our unique selling point and the story behind our product leads us to believe there truly is a gap in the market and there definitely is space for us to grow as we become more confident. As our business becomes more successful we would like to branch out in possibly other products to further conserve wildlife, perhaps creating habitats for other species to further educate children.

### 1.7 Growth plan

As of now, we are a small company with some exposure. Since our business was built within the basis of Imberhorne School, we have a significant reach throughout East Grinstead. We've gained substantial publicity from our insert from The East Grinstead Gazette which has helped us realise the potential our company has. We want to increase our company's supporters, whether that be business associates or members of the public and stay true to one of Happitat's main motives which is to spread awareness and educate people about the importance of bees. In addition to this, we wish to develop and improve our product alongside with the development of our company.

In order to further our reach and gain supporters, it is important that we create relations with other bee associations and conservationists. Having already spoken to the British Beekeepers Association as well as our very own school beekeeper Stephen Moore, we received a positive response on our company's mission, as well as beneficial information on bees and the best way to care for them. Social Media will also play a key role in gathering supporters from our digital consumers as well as worldwide associations. We have set up a company Twitter and Instagram which will allow us to advertise and communicate to multiple market groups. This platform will allow people to share their opinions on both the company and our product, which gives us a thorough insight on consumer wants, therefor enabling us to further improve our product. We hope in the future our "Bee Sensible" bee hive start up kit will be sold at local Waitrose stores



### 1.8 Company location

Our company is located at Imberhorne School, East Grinstead, West Sussex. There are currently 18 primary schools in East Grinstead and the local areas that surround it. Therefore this helps us to meet our target market of children and helps us to promote and sell our product.

## 2. Management summary

### 2.1 Personnel summary

**Managing Director:** Nell Foister - A very determined team leader, who never gives up and aims to produce a great product. She gets involved and works cooperatively with the rest of the team.

**Company Secretary:** Charlotte Shorey - A very hard-working and organised admin leader, who is very driven, she puts her all into everything as shows her commitment to the company.

**Financial Director:** Charlotte Powell - As a team member she is always extremely hard-working and ready to take on any task with enthusiasm. She offers real motivation for the group and always completes tasks to a high standard.

**Finance Assistant:** Lucy Parr - A great asset to the financial team, she helps Charlotte in completing the work on time and to a high standard, she is also full of ideas within the business.

**Sales Director:** Olivia Thompson - An individual who is full of enthusiasm, she is very courageous and puts her all into trying to secure sales with her friendly and bubbly personality.

**Sales Assistant:** Oliver Stuart - An assertive member of the group, he works well alongside Olivia and is great at selling our product with passion. He is an asset to our team.

Sales Assistant: George Hickman - An individual who puts his all into everything, he is passionate about the product and shows this off when selling to customer. He is a great asset to the team.

Marketing Director: Jennifer Thompson - She doesn't give up on anything she sets out to complete, she is very knowledgeable and helps make our company well known. She brings the best out of everyone.

Marketing Assistant: Hannah Laird - A fun and bubbly individual who listens to everyone's point of view, she brings fun and knowledge to the company.

Marketing Assistant: Matt Mowbray - A creative individual who contributes lots of ideas to the mix. He works hard and gets things done.

IT Director: Harrison Malik - He brings drive and charisma to the team, he is very creative and a social member of the group. He also has the skill needed in the IT department.

Human Resources Director: James Woodward - A caring and trustworthy member of team, he listens to what everyone has to say but can also make a quick decision where needed.

Operations Director: Marina Billings - A very assertive member of the team, who is great at research and getting things moving within the business. She is great at listening to everyone's ideas; and brings great energy to the team.

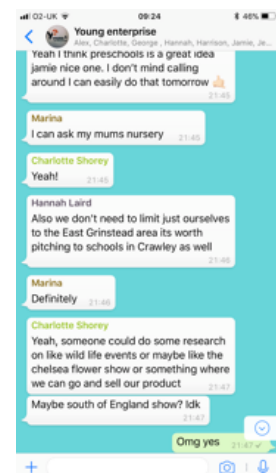
Director of Corporate Social Responsibility: Alex Manalus - She comes up with great ideas and is very engaging and optimistic. All her work is set at a high level.

## 2.2 Management systems

The management structure of the business is mostly run by the managing director Nell. We have section managers who make decisions for the certain section, and workers who are able to help these decisions take place which are then verified by Nell and the rest of the group. The business systems we have in place is that all the participants must attend the team meetings at least once a week where applicable. To keep all accounting up to date we are using Microsoft Excel, producing financial reports each month to closely monitor the in and outflows of the business, and the key business ratios. Compliance issues such as payrolls will be dealt with shareholders. Throughout the year all money brought into the business will be invested back into it to keep expanding and growing the business and the market share. After the year the shareholders will receive a balance back based on the amount which was invested in. To deal with issues such as VAT we will look into a website such as Sage where you can enter all the financial details required to receive all the VAT and financial payments.

## 2.3 Communication within the company

Our main form of communication between all the members of the team was via WhatsApp. This allows us to talk quickly and efficiently and allowed everyone an opportunity to speak. And sort out and problems that may arise between meetings. We can also use it to confirm our location and time of the meetings. We hold an hour long meeting every Tuesday 3-4pm where we discuss our progress from the previous meeting and to confirm that everyone is aware of the tasks that they need to complete for the following week. If anything arises from that meeting that we feel we need to sort together quickly, we hold a 40 minute meeting at lunchtime on Wednesday. We have also set up an email address to reach out to possible suppliers, retailers and customers on a more formal platform. Our email address is: happitatye@gmail.com



## 3. Business strategy

In a year's time, we aim to have sold a considerable amount quantity of products to families in surrounding areas. To do this we will be erecting stalls and pop-up shops at school fetes and other local events. Before we do this, we need to have established suppliers of our raw materials and a manufacturer to transform the materials into our finished product. We may distribute the manufacturing process to different firms as this may work out cheaper. Towards the end of the year we aim to have sourced a consistent and

effective distributor to push our products and supply them to locations across the UK. We will do this by reaching out to supermarkets and other potential clients.

Within the next 3-5 years, we hope to have made a difference and impacted the population and growth of bees. We will continue producing our Bee Houses but we hope to identify any other species in aid of support and design and develop a product to help educate and benefit the species in need of help.

### 3.1 Tactics and strategic issues

Our business strategy is to fulfil our vision in educating and creating interest in the welfare of wildlife and bee populations.

Within the next year we aim to achieve our goals by placing our product in stores locally with help from exposure from local newspapers we would also like to have our product featured on a popular wildlife programme which will increase awareness and bring business opportunities. We aim to have our product distributed in stores such as Waitrose, Haskins and places like Gravetye Manor where we have made connection with Tom the head gardener and James Clarke a sales representative from Waitrose; alongside with receiving valuable advice, we hope these discussions can create opportunities for product placement.

We need to mass produce our product which we are in the process of talking to various timber merchants who can produce this for us.

Within the next 3-5 years we aim to have an established, well known brand within the bee community we also aim to stay true to our foundations of being environmentally friendly and locally sourced. The success of our company will also massively impact our local area and our futures financially.

### 3.2 Core values

- We believe that through hard-work and supporting one another we will be able to make our business a success.
- We as a team recognise the importance in doing what we can to protect the world around us.
- We care about making sure our product has a positive impact on the environment.
- We will only be using locally sourced materials in order to reduce our carbon footprint and support our local businesses.

These core values are crucial to our long-term businesses success as these are the things we will aim to achieve, they will affect our customers as we will be delivering an excellent product to the best of our ability. They will help motivate our team and our staff as we want to make the best possible product we can and therefore by following these values we can achieve that.

### 3.3 Product development, research, suppliers and development of the final product.

To begin our process of production we decided to start off with pitching different ideas to the rest of the group. The whole team came to a decision and decided to progress the idea of a build-it-yourself bee house. We agreed that the product had a large target market and that it was also a product which will benefit the environment which we as a business believe is an important aspect for our product to process. We researched into the product we were considering producing to find that not many products offered a bundle of all the aspects that we were considering adding all into one product. We found that there were businesses that specialised in singular products such as seeds specifically for bees instead of a kit which included all the contents needed to provide bees with a region to thrive in which we as a team have decided to focus on. We have been in touch with a variety of wood suppliers so that we can decide which types of materials as well as pricing to find out which are the best to produce a high quality product which we hope for. We also looked at different logos for our company, we wanted something that would appeal to children but would also look like a luxury product. So for our product we have decided to include a bee house which you assemble yourself, along with dried bamboo required for the nesting of bees. We will also be including a set of seeds specifically to attract bees, a bee identification card and a leaflet with instructions of how to assemble the product and interesting information on how you are helping the bees by purchasing our product. Upon deciding this, we researched into the pricing and production as well as suppliers for creating our product.

We are not 100% decided on the materials of our final product yet but have several ideas that we are keen to explore further. It is likely we will be making our bee house made from impregnated wood to create a place where bees are encouraged to stay and live. We are hoping to print our bee identification cards using glossy or matt card, however this is looking to be very expensive. In the kit is also a piece of thick garden string which the buyer will be able to hang the house up with.



### **3.4 Foreseeable problems and troubleshooting**

If we can not source the correct products for our kit then we will improvise and discuss as a collective group about what other products we could put in the kit to continue the theme of a bee care kit. Another problem we may face as a team is if the product is not reaching its sale goals, to try and rectify this outcome we would revisit our marketing strategy and product design.

### **3.5 Quality assurance and sustainability**

Our product is set to be a top quality product made from materials locally sourced as we recognise the importance of conservation as well as supporting local businesses in our surrounding area. As our product is very much emphasized on protecting the wildlife and environment, we have made the decision to not laminate our leaflet in order to reduce the demand for plastic and are looking into printing on recycled paper and potentially using vegetable oil ink. To maintain a high quality for the wood, we are going to make sure the timber is FSC verified, helping to ensure customers that the wood we have used is not contributing to the destruction of the world's forest.

## **4. Marketing**

### **4.1 SWOT and critical success factors**

**Strengths** - As our product is an increasingly new and unique concept this instantly increases the overall strength of our marketing as we have established a gap in the market that not only promotes an educational nature-related idea, but also helps tackle a worldwide problem and the shortage of bees. As our product is unique we can market with this at the forefront in addition to other benefits such as encouraging people to spend more time outdoors, also the area we are in is well situated as our potential customers and distribution channels are increased due to the area being fairly populated therefore our advertising will reach our desired demographic with ease.

**Weaknesses** - The sourcing of the materials and logistics of production in coalition with third party companies is proving to be quite difficult as we have to rely on their productivity in order to meet our desired expectations. This is causing us to delay our progress therefore our marketing strategies and advertising methods won't be in full effect yet. As a result of this no one as of now knows our products is in the works, therefore when we are ready to start selling we will have to increase our marketing so that we have a high impact on our potential customers in order to meet sales targets and create overall profit. Another weakness we face is with regards to the seeds which are included in our product, after speaking to the head gardener at Gravetye Manor, Tom Coward, he informed us that seeds often can perish if not stored correctly therefore inhabiting their growth which is something we need to review as this is one of the main aspects of our products. Furthermore, the longer we take to start producing and establishing our product, the higher the risk of potential new competitors forming which could start to be a problem as our market size would decrease.

**Opportunities** - There are many opportunities in terms of marketing for our company. These are factors such as the most similar products to us, beehives, are generally much more expensive normally in the range of £60-£150+ and therefore we can market ours as a cheaper, more child friendly substitute. Furthermore, there is also an opportunity for a loyal customer base, this is because people could buy them as gifts for others or even have multiple of them in their gardens in order to help the bee shortage even more so that we could market them as the more you buy, the more beneficial it is to the environment resulting in repeat purchase. Another great opportunity for us to seize is being ready to sell for Christmas, this would be a huge chance to increase sales as most companies that sell toys and gifts experience a surplus in demand during this time period. Also another potential opportunity for Happitat is to get our product into the East Grinstead branch of Waitrose, as James Clarke the branch manager told us this is a lengthy process which is going to take a lot of time but could result in large orders of our stock creating huge profit as well as increased awareness surrounding the current bee problem.

**Threats** - Our threats with regard to competitors may include the following, new competitors launching a similar product, new/existing competitors launching a new advertising campaign and if people don't care for the environment or in particular bees this could rule out a significant proportion of potential customers. In addition, one of the most important factors is if there were to be a downturn in the economy people wouldn't be able to use their disposable income as much as in order to buy our product no matter what price our product launches at or no matter what advertising we do, therefore this could be a problem

### **4.2 Market research**

(Enter your text here)

Explain what market research you've done and methods you use.  
Outline how ongoing market research is built into your daily business operations.  
What target market(s) has your market research (and trading experience) established.

Explain how intimately you understand these markets (how close you keep to your customers) and how this feeds back into your business (improvements, product/service changes, etc).

### 4.3 Distribution channels

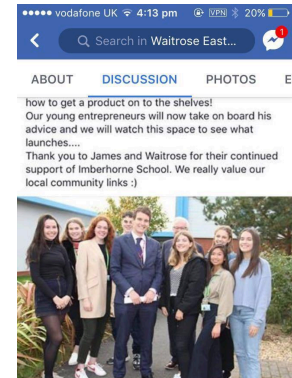
Our current reach of our product is local because as of now we plan to sell primarily to schools, on stalls and other opportunities that may arise around the area of East Grinstead and the surrounding areas such as Crawley. Our distribution chain is fairly short as we plan to go from the producer, via us and then straight into the market. This is so we can gauge how it is selling ourselves and see if any amendments need to be made to the way we are selling or to our advertising campaign and pick up general feedback from our customers. From here we can eventually see if it has potential to be distributed along more complex channels such as the use of an online shop or E-commerce so that we can take it internationally if the opportunity arises, which is our ultimate goal. As well as this, we would like to distribute our product in places such as garden centres or businesses that hold high environmental values and a love of gardening as we feel we identify well with them.

### 4.4 Strategic alliances

Over the past few weeks we have met with various different companies to increase our access to markets, such as when we met with the manager of our local Waitrose, James Clarke. As a team we think it is extremely important to test how and who our product will appeal to and how well it would sell, and therefore discussed with James if we could set up a small stall outside Waitrose to sell our Bee house to customers. Selling our product on a small scale to start off will be extremely useful as it would help spread our name in the local area. Waitrose seemed the perfect store to approach as their customers are usually keen gardeners too. Selling outside of Waitrose would not only be a great starting point, but also help us to form connections with Waitrose, so that we could work our way up long term.

We also met with Tim, the head gardener from a local hotel: Gravetye Manor, to discuss seeds and the product details on bee houses. However, at the same time we discussed getting our product into their shop at the hotel as he seemed extremely keen on our product. This would be a great opportunity for the business as most of the residents at the hotel travel to see 1000 acres of gardens at Gravetye, meaning that they also take an interest in gardening.

We have also been working with MidSussex Timber, a local wood supplier, who are giving us advice on the right wood for bees and eco-friendly resources. We think locally sourced products are most suitable for our bee house as we are going into the luxury market, therefore forming connections with local companies is extremely important to us. We have plans to meet with local garden centres.

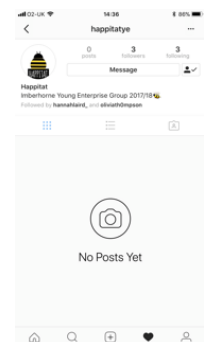


### 4.5 E-commerce and technology

We are also planning to use technology to our advantage as it is simply free advertisement and will consider developing a website should the businesses sales increase, so that customers can learn more about our product, such as a tutorial show what's in the box and how easily our product is to assemble. We also have a Twitter and Instagram page to reach out to all areas of our target market, and also expand it. We are considering reaching out to online sites such as [www.NotOnTheHighStreet.com](http://www.NotOnTheHighStreet.com) as we think it will create the perfect platform to increase online sales.

### 4.6 Tactical promotion plan

Though our target market spans across a wide range of ages we are especially focussing upon the younger generation due to the positive adverse effect that the product will have upon the environment in which we hope to continue for future generations. Therefore, we will visit numerous local primary schools around the area promoting the product in their assemblies for the children's parents then to purchase if they are interested. Alternatively, we will visit head teachers of these primary schools pitching and explaining the benefits the product has upon the environment while also explaining the positive impact it has on the children and their education, due to the product requiring children to get hands on constructing the product and planting seeds thus getting children outdoors, which many children do not do frequently enough in this era. To add to that, it informs children of the need to look after the environment, however doing it in a way that children will find fun and enjoyable. With social media being such an influential part of the younger generations lives in the twenty first century, we will capitalise on the opportunity of appealing to our main target audience by creating a page on Instagram and twitter. This would help spread the knowledge of





our product over a wide audience, these pages are very easily accessed and allows us to advertise and promotional events that we may be offering. It is a useful way to communicate from producer to consumer.

Lastly, if our sales increase and we grow as a business then we will strongly consider setting up a professional website to sell our products through. This allows many more people to access and buy our products therefore increasing profits. Once a website has been set up we would advertise this through our social media pages where we would have a link in the bio and make references to it in posts. We would also advertise at any events we sell at, on our stands and in any posters used to promote our business.

#### **4.7 Credibility and risk reduction**

At Happitat, we intend to use locally sourced, organic and environmentally friendly materials to ensure our product is of the highest quality attainable in the current market. This shows the customer how credible we are as a business and how reliable our product is, as we are making sure we are not cutting any corners in the manufacturing process. This also shows the customer how serious we are of attaining our main goal of helping the environment. These quality, reliable materials ensure the customer is not at risk when going into business with Happitat.

## **5. Sales**

### **5.1 Sales location**

We plan to sell our products in many different places and at events such as school open evenings and any events that take place at both Imberhorne upper and lower school, at public events such as trade fairs, primary school events in the local area as children our a main target audience and local village carnivals. By doing this we are promoting our brand to our target market of young children and their parents and therefore getting ourselves well known and as a result of word of mouth, sales will be generated. If these ideas are successful, then we may consider selling our products online to a much larger and widely available market and audience of people. We will also try to get our products into garden centres such as Homebase and Haskins. This should help us to increase our sales and make us become more well known as a business.

### **5.2 Sales forecast**

Through our market research we have been able forecast how many sales we are going to make. This was primarily predicted from the number of people who took our survey.

## **6. Financial budgets and forecasts**

### **6.1 Allocation of finance**

With our low budget of £500, we aim to source high quality and eco-friendly materials at a low cost. Due to scouting out free and low cost marketing techniques such as Instagram, Twitter and recently having a free half page spread in the local East Grinstead Newspaper. Our methods spiral from the ethical and eco-friendly aspects of our company. Consequently, we have been able to spend more of our budget on producing and developing our product in order to maximise consumer utility. This is an important aspect due to high production costs therefore a cheaper source of advertisement is crucial.

### **6.2 Pricing strategy and revenue**

We class our product as premium and unique, as a result valuing the product at a premium price of £19.99. Our product has multiple benefits such as educating the customers about the importance of preserving wildlife and the environment but also allowing them to get outdoors and getting hands on developing their physical and construction skills. We use premium materials to certify that the bees have the best environment possible to preserve and increase numbers, which we aim to achieve. Though the product is a premium price, we have ensured that the product is affordable for schools to buy individually or in bulk to allow children to be educated upon the importance of preserving wildlife and the environment. We have decided that we will spend the full £500 on producing a low quantity of kits for us to generate revenue which we can then further invest into the business and to combat any issues that may arise; we will also aim to expand and maximise sales.

### **6.3 Profit, loss, cash flow and balance sheet forecast**

## 6.4 Capital expenditure budget

## 6.5 Break-even analysis

# 7. Human resources

## 7.1 Maximising performance

To maximise performance you must keep the team motivated, by setting each team goals to achieve, once these goals are achieved gratification to this team is show by the company as a whole. Before setting out on creating our business, we took some time in our first meeting to discover who each person was and what each person in the team enjoyed and what their personal goals and what they hoped the business would achieve. Also how they'd like their roles and careers to develop. By developing goals and objectives with the team and helping them to translate those goals to their own performance you make a strong connection with their motivations thus helping them develop, achieve their personal goals, and develop our company. By celebrating success and identifying opportunities for improvement and give people the opportunity to draw on their self-motivation to perform to their full potential, have been able to create and withhold a motivated team. Also for human resources a main aim is to ensure staff members are all included and contribute equally. We work for a positive environment thus allowing all members to thrive as one successful team.

## 7.2 Skills, experience, training and retention

Manager	Operatives	Company secretary	Sales	Design and Tech	Corporate and social	Marketing	Finance	HR
Neil	Marina	Alex Charlotte S	Olivia T George Ollie S	Harrison Alex	Jon Hannah Matt M	Jan Charlotte P Lucy p	James W Hannah L Charlotte P Karl F	
TRAINING								
	DATE	GROUPS	staff members who have experience in/around these roles.					
	15/10/2017	James Neil Hannah	Jwendy oliver Jwendy oliver Jwendy oliver					
	16/10/2017	MARINA NELL ALEX CHARLOTTE S	J Paula HATTAM J Darren JONES J Mark CONROY J Mark CONROY					
	17/10/2017	Olivia T George Ollie S	J Gail Finney/Christine Bryant JGail Finney/Christine Bryant JGail Finney/Christine Bryant					
	18/10/2017	Harrison Alex	J Alex Melmoie J Alex Melmoie					
	19/10/2017	Alex	J Paula Hattam					
	20/10/2017	Charlotte p Lucy p	Jill Botting Jill Botting					
	21/10/2017	Jon Hannah Matt M	J Paula Hattam JPaula Hattam JPaula Hattam					

## 7.3 Health and safety

We will take all precautions for necessary to ensure we have high levels of Health and safety, one thing that will be taken into account is ensuring there are no hazards that could be caused by our product, including sharp edges or unfinished/un sanded wood. We will also do a check around our stall at trade fairs, so there are no potential threats that could cause injury to either customers or staff.

